



Concept2's Model D Indoor Rower

Concept2's online options motivate older rowers

Concept2 offers Web-based motivational programming to help users meet their health and fitness goals via indoor rowing, a full-body, low-impact exercise that combines strength training and aerobic conditioning in one workout. The Concept2 website includes a free personal logbook, forum, virtual rowing clubs, and online rowing challenges. In the past year, this online community collectively rowed 7.3 billion meters, the company says—42%, or 3.1 billion meters, were rowed by individuals over age 50. For more information on Concept2, see www.concept2cts.com or call toll-free 877-887-8014.



Les Mills campaign imagery

Les Mills marketing campaign targets Boomers

In its latest marketing campaign, Les Mills International aims to overturn perceptions that group fitness programs

such as Les Mills' BODYPUMP are for young people only. The campaign targets Baby Boomers with messages such as, "Have a wise head on a hot body," "Barriers broken daily," and "Fitness classes have changed, have you?" "We want to inspire every age group to have fun with fitness and change their lives in the process," says Marketing Manager Jenny Denton. To learn more about Les Mills programs, refer to www.lesmills.com or contact Julie Riker, Les Mills Centralized Services, at 949-310-8708.

Life Fitness debuts full Elevation line

Life Fitness recently introduced its full line of Elevation series products. The line includes a newly designed 95T Treadmill; 95X Elliptical Cross-Trainer; 95C Upright Lifecycle Exercise Bike; and 95R Recumbent Lifecycle Exercise Bike. Each product is offered with three new options—the Engage, Inspire or Achieve consoles. The Engage and Inspire consoles feature integrated LCD touch screens and iPod integration that allow exercisers to view iPod-delivered video content through an optional 17" attachable TV. For information about these Life Fitness products, call toll-free 800-634-8637 or go to www.lifefitness.com.

CogniFit partnership to expand product reach

CogniFit, Ltd., has partnered with Mather LifeWays, a not-for-profit organization with senior living residences, community centers and a research institute, to expand the reach of its MindFit brain-training technology. The initial rollout will take place in the Mather's—More Than a Café venues in urban Chicago neighborhoods, with the organization's assisted living facilities to follow. MindFit software assesses and trains memory, focus, learning and concentration. It also addresses visual search, time estimation, naming, categorization, and other skills. In addition, MindFit's

Individual Training System—based on patented technology—provides training to match the user's cognitive skill sets. To learn more, call CogniFit toll-free at 866-669-6223 or visit www.cognifit.com.



OPTP's EZ Posture Strap

OPTP presents posture product

Orthopedic Physical Therapy Products (OPTP) has introduced the EZ Posture Strap, a device that releases shoulder and neck tension, and helps correct posture and alleviate pain. The strap draws the shoulder blades down and back, reducing tension and restriction of the shoulder, shoulder girdle and neck. Lightweight and compact, the strap can be used as part of a home exercise program or for business and personal travel. For details about OPTP's products to improve posture, go to www.optp.com or call toll-free 800-367-7393.

Playworld Systems embraces green initiative

As a recently certified ISO 14001 company, Playworld Systems Inc., producer of LifeTrail outdoor wellness stations, is fulfilling its commitment to eliminate waste and redefine its operation to become more environmentally responsible. In 2007, 90% of all waste produced by the company was recycled, including: 2.3 million lbs. of steel; 500,000 lbs. of HDPE plastic; 54,000 lbs. of wood; and 79,000 lbs. of paper. Lighting systems

Preferred Vendors

have been updated to T-5 fluorescent lights. And this year, 80–100% of packaging materials will be made from recycled materials that are recyclable and biodegradable. Visit www.playworldsystems.com for information. Or call Playworld toll-free at 800-233-8404.

Technogym partners with AegisLiving, GenCare

Technogym USA is now the official fitness equipment supplier for Aegis Signature Living communities, equipping wellness centers with fitness tools designed to enhance the quality of life of older adults. Technogym's equipment will be installed first at AegisLiving's newest community, Varena at Fountaingrove, in Santa Rosa, California.

Technogym has also entered into a three-year exclusive preferred supplier agreement with GenCare Senior Living, Inc. The fitness company will install its equipment, including the Wellness System and Personal Kinesis, in the fitness centers of five GenCare communities in July. To learn more about Technogym equipment, call toll-free 800-804-0952, ext. 320, or see www.technogymusa.com.



NSPF Project Coordinator Silvia Uribe

Foundation sponsors Aquatic Health Conference

The National Swimming Pool Foundation (NSPF) is sponsoring the World Aquatic Health Conference,

October 15–17, in Colorado Springs, Colorado. The event will feature more than 50 seminars, including one by Bruce Becker, MD, on the effects of immersion temperature on the autonomic nervous system. Becker directs Washington State University's National Aquatics and Sports Medicine Institute, which is being funded by a US\$1 million grant from NSPF. In other news, NSPF recently appointed independent consultant Silvia Uribe as project coordinator for NSPF's educational programs for Spanish-speaking people. To learn more, call NSPF at 719-540-9119 or check out www.nspf.org.



SPRI Slanted Riser

SPRI unveils angled step riser

SPRI Products recently launched the Slanted Riser, an angled step riser engineered to fit the underside of the original Step platform. The Slanted Riser can be added to a step platform to increase the cardiovascular and/or strength challenge of a standard step or bench workout. Greg Niederlander, SPRI's director of education, comments that the riser is "designed to benefit a wide range of program participants with modified and newly-designed step conditioning applications." For more details on SPRI's Slanted Riser, go to www.spriproducts.com or call toll-free 800-222-7774.

IPFH appoints its first executive director

The Institute for Preventive Foot Health (IPFH), based in Statesville, North Carolina, has appointed Robert P. ("Bob") Thompson as the Institute's first executive director. Thompson is a

nationally Board certified pedorthist (CPed) and is credentialed by the American Board for Certification in Orthotics, Prosthetics and Pedorthics (ABC) and by the Board for Orthotist/Prosthetist Certification (BOC). He is also a licensed pedorthist (LPed) in Alabama. As IPFH executive director, Thompson will focus on educating the general public about "integrated solutions" for foot health concerns, as well as the broader missions of the institute. For information, call IPFH toll-free at 877-777-4734 or refer to www.ipfh.org.



The Generations bath, from Sage Solutions

Sage Solutions introduces the Generations bath

Sage Solutions for Independent Living now offers the Generations bath, which features a wide, built-in seat to facilitate comfort and security for individuals while resting, toweling off or transferring from a wheelchair. The deck-mounted safety rail provides additional security while sitting or standing, and the side of the tub dips, making it easier for bathers to swing their legs into the bath. The new bath also has a flat, nonslip textured floor for showering and an optional air and water-jet massage system. To learn more, call Sage Solutions toll-free at 866-255-2228 or visit www.sagesolutions.ca.